

Avery County Economic Development Committee

June 29, 2020

Minutes

The Avery County Economic Development Committee (EDC) met at 5:00 pm on June 29, 2020 at Avery County Pool Complex, located on Shady Street in Newland, NC 28657.

Present for the meeting were:

Phillip Barrier (County Manager), Ken Walter, Dave Smith, Susan Siirila, Clayton Harpold, Kate Gavenus, Dennis Aldridge (Avery County Commissioner), Eric Berg, Melynda Pepple and Dennis Holland (Avery County I.T. Representative) and Ken Swanton, Guest Speaker

Members that attended on-line: None

Members absent: Jerry Moody

(1) Guest speaker presentation: Mr. Swanton gave a presentation to the group on SCORE (Service Corps of Retired Executives). See attached documents shared by Mr. Swanton for more information on SCORE.

Mr. Swanton verbally added that SCORE operates under the umbrella of the Small Business Association. The SBA provides the majority of SCORE's funding, and that all SCORE services are provided pro bono. SCORE does not provide funding to clients, but does provide help with preparation of business plans, loan acquisition, marketing and other client centered assistance. He added that online mentoring is becoming more popular and valuable for SCORE clients. SCORE maintains a website through which prospective clients can find a suitable match with mentor(s) who can best assist them.

Mr. Swanton stated that how much time a SCORE representative may be required to spend with a client depends on each individual circumstance. He stated that he is available online seven days per week to interact with clients, and that part of his tasks include helping clients make good decisions regarding their course of action, or basically helping them "think through" what they are doing as they pursue their goals. Mr. Swanton gave the example of restaurant start-ups. Restaurants are businesses which commonly fail. Part of the tasks a SCORE representative has is to help individuals who wish to start a business give consideration to the obstacles they may face. He stated that this is not always simple.

Ken Walter added that the SCORE program has similarities to Mayland Community College's Small Business Center, managed by Allen Cooke. Also, he noted that workshops and other collaborative programs may serve to help small business entrepreneurs in the area, or those planning to start a small business.

Mr. Swanton's presentation ended at 5:34 pm, and the business portion of the meeting began.

(2) Kate Gavenus made a motion to approve the minutes of the May 18, 2020 meeting. The motion was seconded by Melynda Pepple. No discussion occurred. The motion was approved unanimously.

(3) Unfinished Business

A. Website Development Project Status Update - Jerry & Ken

The team discussed deferring this agenda item until the July 2020 meeting. Mr. Aldridge presented question related to the packages that have been reviewed, and how determinations would be made regarding the purchase(s) of various website development packages. Also, he inquired about management of the website if the development plans move forward. Ken Walter responded and stated that these are matters that will be discussed at the July meeting. He shared basic cost information and some information regarding how the data available from different providers is updated/maintained. For example, one provider will give updates on a quarterly basis. Dave Smith stated that the proposed website development plans may help us market some of the new things in our area, and that we need the ability to incorporate such material in an innovative manner. An example he set forth was housing. Discussion occurred regarding housing in the area, and how the lack of available affordable housing impacts the Avery County economy.

Dave Smith made a motion to table the Website Development Project Status Update until the July 2020 meeting. The motion was seconded by Clayton Harpold and approved unanimously.

(4) Phillip Barrier Updates

- Mr. Barrier reported that the application for a ARC grant is in place, as is the Skyline/Skybest grant application.
- He noted that a new Dollar General store is being built in the Green Valley community, on Hwy. 19 E.
- He reported that the new "Cruz Thru" store is open in Newland.
- He stated that there are no new updates on the old Lowes building, but that some patching has been done to the parking lot recently.
- Mr. Barrier reported that representatives from Structall will visit the area soon. He stated that they have been working with Town of Newland representatives, and that they have been discussing water/sewer issues.
- Mr. Barrier noted that a new Urgent Care office will open on July 13, 2020 in Banner Elk, near the town hall building.
- Regarding the pool opening video, Mr. Barrier stated that there are no updates, as we have not received information from the county attorney.

Ken Walter made a motion that we eliminate the Outdoor Recreation sub-Committee and replace it with a Residential Housing sub-Committee, to be chaired by Eric Berg. The Motion was seconded by Clayton Harpold, and approved unanimously.

The next meeting is scheduled for July 27, 2020.

The meeting adjourned at 6:00 p.m.

Respectfully submitted,

Susan P. Siirila

**Date: June 29, 2020**

**To: Avery Economic Development Committee**

**Re: Background Information about SCORE**

- **SCORE was founded in 1964 and operates today as part of the Small Business Administration ([www.score.org](http://www.score.org))**
- **Asheville SCORE was the first Chapter and still functions today ([www.ashevillesscore.org](http://www.ashevillesscore.org)) with over 40 volunteers**
- **High Country SCORE was formed a few years ago with an office in Boone and has 6 volunteers**
- **Today SCORE National has approx. 10,000 volunteers and more than 250 Chapters and branches**
- **In 2019 SCORE helped create 29,681 new businesses and add 97,387 new jobs**
- **SCORE services include assisting new business startups and existing businesses on a 50:50 basis through personal and online mentoring, Business Advisory Teams, Workshops, Webinars, email communications, informational data bases**
- **Clients come to SCORE through our National website, referrals from past and current clients, Chambers of Commerce, Banks/lending institutions, Economic Development and similar organizations**
- **Funding mainly comes from the SBA, Corporate Sponsors**



# 2019

By The Numbers



## 138,577 Clients

Served across **286,413 mentoring sessions**

## 225,563 Attendees

Served across **12,966 local workshops**

## 169,156 Attendees

Served via **online workshops**

3,673,379

Visitors to SCORE.org

52,671

Facebook Fans

40,818

Twitter Followers

SCORE is of notable value to entrepreneurs and small businesses:

**87%** of clients would recommend SCORE to family and friends

**91%** of 'in business' clients were still in business at the end of 2019

**69%** of all clients indicate that SCORE is important to their business success

Small Business Clients who Receive 3+ hours of Mentoring Report Higher Revenues and Increased Business Growth.



# 2019

## National Impact



**SCORE** is a uniquely American organization that synthesizes two historic national ideals: entrepreneurial spirit and volunteerism.

Since 1964, SCORE has provided expert volunteer mentoring to more than 11 million entrepreneurs and small business owners. As the nation's largest network of volunteer business mentors, SCORE is committed to helping any person succeed in their small business endeavor.

**\$394** SCORE's cost to help create one business

**\$120** SCORE's cost to help create one job

**\$34.66** Amount SCORE clients return to the Federal Treasury for every federal dollar appropriated to SCORE

**67%** Percentage of SCORE clients that reported an increase in business revenue

**39%** Average business growth reported by SCORE clients

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**29,681**  
New Businesses Started

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**67,706**  
Non-owner Jobs Created

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**97,387**  
Total Jobs Created

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Who We Are:  
**Over 10,000**  
**Volunteers**  
serving clients in over  
1,500 communities

SCORE volunteers donated  
4,919,089 hours of service in 2019

SCORE helps a diverse range of American Small Businesses and Entrepreneurs.

**Of SCORE'S 2019 client base...**

**61%** were women

**46%** were minorities

**10%** were veterans

**Research Methodology:** The SCORE Foundation engaged Pricewaterhouse Coopers to conduct research into the economic impact that SCORE's 10,000+ volunteers had on the US Economy in 2019. Pricewaterhouse Coopers conducted a census survey of all SCORE mentoring clients and 19,168 responded via telephone and web. Total client revenue, business creation, and job creation numbers were calculated via straight line extrapolation from the survey respondents to the total number of 2019 SCORE clients.